

CLAIMS:

1. A package of articles, said package comprising:
a bottom panel;
- 5 a top panel which is operatively positioned and joined with said bottom panel to provide a closed package, said top panel appointed to face toward a user; and
a plurality of personal care articles contained in said package;
wherein
said package includes an opening mechanism which provides access to said articles;
- 10 each article includes
a liquid-permeable topsheet layer,
a backsheet layer,
a data layer which is operatively joined to the article, and is intended to be repositioned prior to using the article, to enable a full functionality of the article;
- 15 data indicia located on the data layer and configured to communicate a message to the user, said message related to at least one of motivating the user, entertaining the user, educating the user, and inspiring the user; and
each article is positioned in said package with said data layer arranged to face toward said user when the article is presented to the user from said opening mechanism.
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2. A package as recited in claim 1, wherein said data layer is intended to be removed from the article prior to using the article.
- 25 3. A package as recited in claim 1, wherein
said data indicia are located on an exposed surface of said data layer; and
each article is positioned in said package with the corresponding data indicia of each article arranged to be operatively visible to said user when the article is presented to the user from said opening mechanism.
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4. A package as recited in claim 1, wherein each article further includes an absorbent body positioned between said topsheet layer and backsheet layer.

5. A package as recited in claim 1, wherein
each article further includes a garment-attachment mechanism secured to an outward-side
surface of the corresponding backsheet layer of said each article; and
the data layer of said each article is removably secured to the garment-attachment
5 mechanism of said each article.

10 6. A package as recited in claim 1, wherein the data layer of said each article is
configured to provide a wrapping layer which extends across at least two major surfaces
of said each article.

15 7. A package as recited in claim 1, wherein said each article further includes a
wrapping layer which extends across at least two major surfaces of said each article; and
said wrapping layer has sufficient transparency to allow an operative reading of said data
layer through the wrapping layer.

15 8. A package as recited in claim 1, wherein
each article is positioned in said package with the data layer of said each article arranged
to face toward said top panel; and
said opening mechanism includes a line of separability formed along at least a portion of
20 said top panel.

25 9. A package as recited in claim 1, wherein said package further includes
a front panel which interconnects between said bottom panel and said top panel;
a back panel which interconnects between said bottom panel and said top panel, and is
positioned opposite said front panel; and
a pair of oppositely positioned end panels, each end panel interconnecting between said
bottom panel and said top panel, and interconnecting between said back panel and said
front panel.

30 10. A package as recited in claim 9, wherein
said opening mechanism includes a line of separability formed along at least a portion of
said front panel.

35 11. A package as recited in claim 9, wherein
each article is positioned in said package with the data layer of said each article arranged
to face toward said top panel; and

said opening mechanism includes a flap section which is releasably secured to provide an opening of at least a portion of said top panel.

12. A package as recited in claim 9, wherein
 - 5 each article is positioned in said package with the data layer of said each article arranged to face toward said top panel; and
 - said opening mechanism includes a flap section which is releasably secured to provide an opening of at least a portion of said top panel and at a portion of said front panel.
- 10 13. A package as recited in claim 9, wherein
 - each article is positioned in said package with the data layer of said each article arranged to face toward said top panel; and
 - said opening mechanism includes a line of frangibility formed in at least a portion of said top panel.
- 15 14. A package as recited in claim 9, wherein
 - each article is positioned in said package with the data layer of said each article arranged to face toward said top panel; and
 - said opening mechanism includes a line of frangibility formed in at least a portion of said top panel and in at least a portion of said front panel.
- 20 15. A package as recited in claim 9 wherein
 - each article is positioned in said package with the data layer of said each article arranged to face toward said front panel; and
 - 25 said opening mechanism is configured to provide an opening of at least a portion of said front panel.
- 30 16. A package as recited in claim 9, wherein
 - each article is positioned in said package with the data layer of said each article arranged to face toward said front panel; and
 - said opening mechanism includes a line of separability which is configured to provide an opening at least a portion of said front panel.

17. A package as recited in claim 9, wherein
each article is positioned in said package with the data layer of said each article arranged
to face toward said front panel; and
said opening mechanism includes a flap section which is releasably secured to provide an
5 opening of at least a portion of said front panel.
18. A package as recited in claim 9, wherein
each article is positioned in said package with the data layer of said each article arranged
to face toward said front panel; and
10 said opening mechanism includes a flap section which is releasably secured to provide an
opening of at least a portion of said top panel and at a portion of said front panel.
19. A package as recited in claim 9, wherein
each article is positioned in said package with the data layer of said each article arranged
15 to face toward said front panel; and
said opening mechanism includes a line of separability formed in at least a portion of said
front panel and at least a portion of said top panel.
20. A package as recited in claim 9, wherein
20 each article is positioned in said package with the data layer of said each article arranged
to face toward said top panel; and
said opening mechanism is positioned proximate said bottom panel, and formed to include
at least a portion of said front panel.
- 25 21. A package as recited in claim 9, wherein
each article is positioned in said package with the data layer of said each article arranged
to face toward said top panel; and
said opening mechanism is formed to include at least a portion of at least one of said end
panels.
- 30 22. A package as recited in claim 9, wherein
each article is positioned in said package with the data layer of said each article arranged
to face toward said front panel; and
said opening mechanism is formed to include at least a portion of at least one of said end
35 panels.